

7669 Stagers Loop Delaware, OH 43015 Strategic Media Placement

> Buyer Name Sales Office

Comments Billing Type Account Types S Phone/Fax

NC Pat McCrory GOV AMY MCCREARY Weekly/Irregular National/Political Candidate Agency BRD

Sales Tax

3500 Myer Lee Dr Winston Salem, NC 27101 WXLV-TV

Salesperson Brand Agency Schedule Dates Product Advertiser McCrory for Governor (30707) 09/05/16-10/02/16

Contract #

2512645

FINK, BRANT Millennium Washington DC Millennium/DC, Washington DC (1108) NC PAT MCCROY FOR GOV (835352) POLITICAL CANDIDATE (ns) (1186) Strategic Media Placement (6694)

Demo CO-OP Order Type Headline # Entered By Last Modified Date Entered A35+R 05/27/16

Package Deal 09/01/16 Normal ECR25174678 Lisa Carter

15.00

Net Total \$9,923.75 \$1,751.25

Commission Commission %

Rate 650.00 025.00 675.00

Grand Total:	Greensboro (WXLV) By Broadcast Month Sep. 2016 Oct. 2016
104	\$pots 82 22
\$11,67	\$7,63 \$4,03

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					<u>Z</u>	つられてある。これでは、これでは、これでは、これでは、これでは、これでは、これでは、これでは、						.
01 1/7 fc	Secure of the second							002				
71,4673	College Fhalf	\$1,300.00 Greensboro (WXLV)	\$1,300.00	\$650.00	2	2		:503:50f or (EST)	 - -			
: !				 -				-30 3.500 65 /65	4	10/01/16-10/01/16	12.0 Normal Line / Football (7)	12.0
5/27/16	ABC News	\$900.00 Greensboro (WXLV)	\$900.00	\$100,00	9	× × ×	×	:30 6:28:30P- ABC-World News	4	09/12/10-09/30/16	MCM2 (a)	
5/27/16	News	\$400.00 Greensboro (WXLV)	\$400.00	\$±00.0U	1			Monday-Friday			11.0 Normal Line / News (6)	11.0
					_	X X X X	<u>4</u> ×	:30 6:28:30P- ABC-World News	4.	09/05/16-09/09/16	19.0 Normai Line / News (6)	TO:O
5/27/16	News	Greensboro (WXLV)		\$65.00		× × ×	, , , , , , , , , , , , , , , , , , ,	Carolina on ABC 45 at 6pm	-			
5/27/16	Phil	\$105.00 Greensboro (WXLV)	norcor\$	00.00	Į.		<u>.</u>	T SWEW -SWEW - COE-SE-E OF:	4	09/05/16-09/09/16	9.0 Normal Line / News (5)	9,0
OTIVAIN			A10=00	00 363	u)	×	ω ×	:30 3P- Dr Phil	4	09/26/16-09/30/16	0.0 Notice Die / SPOT (4)	6
2117712	Phil	\$420.00 Greensboro (WXLV)	\$420.00	\$35.00	12	× × × ×	,, >		+		Normal Line / CDCT //	œ ص_
5/27/16	유	Greensporo (WXLV)		40000			\neg	14d 4D - 48 DE	4	09/05/16-09/23/16	7.0 Normal Line / SPOT (4)	7.0
)	Constant William		\$30.00		× × × ×	×	Ju 21- ABC-General Hospital	4	and the cast and the		
5/27/16	유	Greensboro (WXLV)		\$30.00		>	: ;	3000	<u> </u>	31/05/06/36/96/	6.0 Normal Line / SPOT (3)	6.0
01/1/0	11.00					<	<u>4</u> ×	:30 2P- ABC-General Hospital	4	09/05/16-09/23/16	Constilled Line / SPOt (3)	١
25/5/0	Chew	\$80.00 Greensboro (WXLV)	\$80.00	\$20.00	4	× × ×	4 ×	TOUTON TOUTON	 		Mornal Line / CROT /S	7 0
9/1/16	Chew	\$80.00 Greensboro (WXLV)	\$80.00	940.00				30 13:57:560 ABC The Cham	4	09/26/16-09/30/16	4.1 Normal Line / SPOT (2)	4.1
OT 1/7 10				מס מרי	4	× × × ×	<u>4</u> ×	:30 12:57:56P- ABC-The Chew	4.	09/05/16-09/09/16	3.1 Notitidi Little / SPUT (4)	J.1
5/37/16	Drs	\$60.00 Greensboro (WXLV)	\$60.00	\$20.00	w	×	×	To record		2 -1 -0 -1 -0 -1 -0	Normal Line (chor /a)	
5/27/16	Drs	\$240.00 Greensboro (WXLV)	\$240.00	\$20.00	77	>		-30 130 The Post	<u></u>	09/26/16-09/30/16	2.0 Normal Line / SPOT (1)	2.0
thtered	Comments	Caroni		3	5	<	4 ×	:30 12P- The Doctors	4	09/05/16-09/23/16	1.0 Normal Line / SPOT (1)	1.0
		Chation	Total	Rate	Spots	Tu We Th Fr Sa Su	SPW Mo	ength Run Times	Sec Length	Dates	rine (ype / predx type (Ref #)	
									,	,	line Type / Break Type (Bef #)	5

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... http://sbgi.net/?p=1224 ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

Seeign

Comments:

5/E 8ookend P/B Piggy Back

Accepted-Agency/Advertiser:

Printed At: 12:40 PM on Friday, September 2 2016



WXLV-TV 3500 Myer Lee Dr Winston Saiem, NC 27101

Agency Brand Product

Advertiser

Strategic Media Placement 7669 Stagers Loop Delaware, OH 43015

CPE

45017

National/Political Candidate Agency BRD

Sales Tax Net Total

> \$9,923.75 \$1,751.25 15.00

Commission Commission %

Phone/Fax Buyer Name Sales Office Salesperson

FINK, BRANT

Account Types

Comments Billing Type

NC Pat McCrory GOV AMY MCCREARY Weekly/Irregular

Schedule Dates Contract # Millennium Washington DC Millennium/DC, Washington DC (1108) POLITICAL CANDIDATE (ns) (1186) Strategic Media Placement (6694) 09/05/16-10/02/16 NC PAT MCCROY FOR GOV (835352) McCrory for Governor (30707) 2512645 Order Type Demo CO-OP Package Deal Headline # Entered By Last Modified Date Entered Normal A35+R ECR25174678 Lisa Carter 09/01/16 05/27/16

Grand Total:	Sep. 2016 Oct. 2016	By B	ē
	16	roadcast Month	eensboro (WXLV
104	28 23	Spots)
\$11,675.00	\$7,650.00 \$4,025.00	Rate	WWW. Company of the C
	104	82 22 104	t Month Spots 82 22 104

			Comments:	Date:		;;	Accepted-Station:	Date:		Accepted-Agency/Advertiser:
					SEC.	CONTRACTOR CONTRACTOR				Construct Account (Ad. 1851
				-						
					1			_		
6/30/16	MISS AMERICA	\$180.00 Greensboro (WXLV)	\$180.00	\$180.00	μ.		:30 9P- ABC-Miss America Pageant (Sunday)	4	09/11/16-09/11/16	23.0 m/ya ror 21.0.1 / Prime (1/)
6/30/16	Battlebots	Greensboro (WXLV)		\$750.00		<u> </u>	(Thursday)	-1	on fon ico an fon ico	73.0 M/C =
5/27/16	Quantico	\$100.00 Great BOTO (MYEA)	O.OO.O	1			(Sunday)	_	00/08/16-00/00/16	22.0 M/G For 18.0.1 / Prime (16)
- 1 / TO		Grandham GARANA	\$120 OC	\$180.00			:30 10P- ABC-Quantico	44-	09/11/16-09/25/16	21.0 Normai Line / Prime (15)
37776	20/20	\$1,000.00 Greensboro (WXLV)	\$1,000.00	\$250.00	4.	<u> </u>	(30)10P- ABC=20/20 (Friday)	1	or loc lea or lealer	
5/27/16	Shark Tank	\$750.00 Greensboro (WXLV)	\$750.00	\$250.00	U		30100 0000	\$	09/09/16-09/30/46	20.0 Normal Line / Prime (14)
				2210	J		:30 9P~ 10P (EST)	4	09/09/16-09/23/16	19.0 Normal Line / Prime (13)
5/27/16	Greys	\$1,500.00 Greensboro (WXLV)	\$1,500.00	\$750.00	ы	p.	Anatomy (Thursday)	4	01/67/En.01/00/En	20 mg (2.2)
5/27/16	Shark Tank	\$400.00 Greensboro (WXLV)	\$400.00	\$200.00	2		:00 100 111 (101)	T	00/00/16 00/00/16	18.0 Normal i ine / Prime (12)
5/27/16	This Week	\$1/5,00 Greensboro (WXLV)	10.5/T¢	20.C2¢			:30 10B 11B /ECT)	4	09/13/16-09/20/18	17.0 Normal Line / Prime (11)
QT 1/7/C	ADC MOUNT NEWS		1	27 00	7	J	:30 9A- ABC-This Week	4	09/11/16-10/02/16	16.0 Normal Line / SPOT (10)
	ARO MOLA NEW	Greenshoro (MXIV)		\$50.00		1	:30 6:30P- 7P (EST)	4	10/01/16-10/01/16	15.0 Normal Line / News (9)
5/27/16	ABC World NEws	Greensboro (WXLV)		\$50.00		2	Monday-Friday	-	on the front of the	
5/27/16	College fball	\$1,000.00 Greensboro (WXLV)	10.000/T\$	no.uuc¢			30 600 000 100 110	_	09/10/16-09/24/16	14.0 Normal Line / News (9)
Divered	Commence		2000	\$E00.00	ر		:30 12:30P- 3:30P (EST)	4-	10/01/16-10/01/16	13.0 Normal Line / Football (8)
1		Station	Total	Rate	Spots	W Mo Tu We Th Fr Sa Su	th Run Times SPW	Sec Length	Dates	Line Type / Break Type (Ref #)
										-[

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MXLV-TV

Agency Advertiser Schedule Dates

3500 Myer Lee Dr Winston Salem, NC 27101

7669 Stagers Loop Delaware, OH 43015 Strategic Media Placement

> Contract # POLITICAL CANDIDATE (ns) (1186) Strategic Media Placement (6694) McCrory for Governor (30707) 09/05/16-10/02/16 2512645 CO-OP Headline # Entered By Last Modified Date Entered

FINK, BRANT Millennium Washington DC Millennium/DC, Washington DC (1108) NC PAT MCCROY FOR GOV (835352)

NC Pat McCrory GOV AMY MCCREARY 45017 Weekly/Irregular National/Political Candidate Agency BRD

Comments

Billing Type Account Types CPE

Phone/Fax **Buyer Name** Sales Office Salesperson Brand Product

> Demo Order Type Commission % Package Deal 15,00 Normal A35+R 09/01/16 Lisa Carter 05/27/16 ECR25174678

Sales Tax Net Total Commission \$9,923.75 \$1,751.25

Greensboro (WXLV)

By Broadcast Month Spots

Grand Total:	Oct. 2016	Sep. 2016	By Broadcast Month
104	22	82	Spots
\$11,675.00	\$4,025.00	\$7,650.00	Rate

			Comments:	Date:				Accepted-Station:	Date: A	U		w.vepten-Affel k.yl, Advertiser;	in the
					X C	CONT	MATION	CONFIRMATION CONTRA					A
91/1/6	Allenca IIIIS AM		-						Probling	1			
	Amorica Thic AM	\$50.00 Greenshoro (WXIV)	\$50.00	\$10.00	υ	1	1 1 1	merica This	:30 5:00:01A- ABC-America This	4	09/05/16-09/09/16	34.0 Normal Line / News (24)	34.0
9/1/16	ABC World NEws	\$100.00 Greensboro (WXLV)	\$100.00	\$100.00	J			/orld News	:30 6:28:45P- ABC-World News Tonight (Sunday)	ω	09/18/16-09/18/16	Cook would nite / Mems (2)	
9/1/16	ABC World NEws	\$100.00 Greensboro (WXLV)	00,001\$	\$100.00	, ,				Tonight (Sunday)	+		Marmai I in A Name (20)	230
A/ T/ TP	11000			2000				orld News	:30 6:28:45P- ABC-World News	4	09/11/16-09/11/16	32.0 Normal Line / News (23)	32.0
2	Chew	\$100.00 Greensboro (WX) V)	\$100.00	\$20.00	υı	ш	1 1 1 1	The Chew	:30 12:57:56P- ABC-The Chew	1	OT ICZ IED OT ICT ICO		1
9/1/16	Chew	\$100,00 Greensboro (WXLV)	\$100.00	\$20.00	U	- - -				<u> </u>	09/10/16-00/23/16	31.0 Normal Line / SPOT (2)	31.0
					,		4 4 4 4 7 8 8 8 8 8 8 8 8 8 8	The Chew	:30 12:57:55P- ABC-The Chew	4	09/12/16-09/16/16	30.0 Normal Line / SPOT (2)	30.0
8/25/16	\$100,000 PYRAMID	\$750.00 Greensboro (WXLV)	\$750.00	\$750.00	H)0000 ay)	:30 9P- ABC-The \$100000 Pyramid (Thursday)	4	09/15/16-09/15/16	The following / Figure	1
91/52/8	\$100,000 F1 RAPUD	1.000						sday)	Pyramio 2 (Inursday)	+		M/C For 10 0 3 (Prim	U 0C
000000000000000000000000000000000000000	¢100 000 BYDAMTD	\$750.00 Greenshorn (WX) V	\$750,00	\$750.00	<u> </u>			he \$100000	:30 7:57:56P- ABC-The \$100000	.4.	09/08/16-09/08/16	28:0 M/ G FOR 22:0.1 / Prime (20)	70.0
8/25/16	PEOPLES COURT	\$180.00 Greensboro (WXLV)	\$180.00	\$90.00	2	×	×	1 2	:30 5P- Peoples Court	^	03/20/10-03/23/10	STATE STATE OF STATE STA	200
2/1/10									Totalgitt (Sulfady)	,	000000000000000000000000000000000000000	27.0 M/G For 21.0.2 / SBOT /21)	77.0
21/10	ABC World NEws	\$50.00 Greensboro (WXLV)	\$50.00	\$50.00	<u></u>			Varid News	:30 6:28:45P- ABC-World News	4.	09/25/10-01/25/16	20.1 P G 17.0:1,14:0:2 / News (18)	1.01
8/25/16	THIS WEEK	\$50.00 Greensboro (WXLV)	\$50.00	\$50.00	<u></u>			Ì	200 200 200 200 200		200	M/G For 14 0 1 14 0 2 (No. 17 0 2)	36.
8/9/16	I DIS WORK	GIGGISDOTO (ANYTA)	40.0	4				5	:30 9A- ARC-This Week	w	09/25/16-09/25/16	25.0 M/G For 14.0.1,14.0.2 / SPOT (19)	25.0
Lincocc		\$25 00 Greenshorn AVVIVA	JU 5/C\$	\$25.00	<u> </u>			ж ж	:30 9A- ABC-This Week	4	09/18/16-09/18/16	24.0 M/G For 16.0.1 / SPOT (10)	24.0
Entered	Comments	Station	Total	Rate	Spots	Th Fr Sa Su	Tu We	nes SPW Mo	ength Run Times	Sec Length	Dates	Line Type / Break Type (Ref #)	Line
_										1			-

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7669 Stagers Loop Strategic Media Placement

Delaware, OH 43015

Comments Billing Type

NC Pat McCrory GOV AMY MCCREARY

Ω Ω

Phone/Fax Buyer Name Sales Office WXLV-TV 3500 Myer Lee Dr Winston Salem, NC 27101

Brand Agency Salesperson Product Advertiser Schedule Dates 09/05/16-10/02/16 McCrory for Governor (30707)

Contract #

2512645

Account Types Weekly/Irregular National/Political Candidate Agency BRD FINK, BRANT Millennium/DC, Washington DC (1108) POLITICAL CANDIDATE (ns) (1186) Strategic Media Placement (6694) Millennium Washington DC NC PAT MCCROY FOR GOV (835352)

Demo CO-OP Entered By Last Modified Headline# Date Entered 05/27/16

Order Type Commission % Package Deal Normal A35+R Lisa Carter 09/01/16

ECR25174678

\$9,923.75 \$1,751.25

Commission 15.00

Sales Tax Net Total

Greensboro (WXLV)

By Broadcast Month S

Sep. 2016

Oct. 2016 Grand Total: **Spots** 82 22 104 \$11,675.00 \$7,650.00 \$4,025.00

CONTRACT \$130.00 \$130.00 Greensboro (WXLV) News 9/1/16	TERMATION CONTRACT	Carolina on ABC 45 at 6pm		Application of the state of the
\$130.00 \$130.00 Greensboro (WXLV) News \$130.00 \$130.00 Greensboro (WXLV) News	1 X X X X X X X X X	Carolina on ABC 45 at		
1 \$130.00 \$130.00 Greensboro (WXLV) News 1 \$130.00 \$130.00 Greensboro (WXLV) News 1 \$130.00 \$130.00 Greensboro (WXLV) News	1	Carolina on ABC 45 at		
X 1 \$130.00 \$130.00 Greensboro (WXLV) News X 1 \$130.00 \$130.00 Greensboro (WXLV) News	1 × × × × × ×	Carolina on ABC 45 at (
X 1 \$130.00 \$130.00 Greensboro (WXLV) News X 1 \$130.00 \$130.00 Greensboro (WXLV) News	1 × × × × × ×	TOUD:58:30P- News-News		
X 1 \$130.00 \$130.00 Greensboro (WXLV) News	_	1 1000	09/26/16-09/30/16	38.0 Normal Line / News (5)
\$130.00 \$130.00 Greensboro (WXLV) News	× × ×	4 :30 5:58:30P- News-News 14 Carolina on ABC 45 at 6pm	09/19/16-09/23/16	37.0 Normal Line / News (5)
	> > > > > > > > > > > > > > > > > > >	Carolina on ABC 45 at 6pm		
<		4 :30 5-58-30P- News-Mews 14	09/12/16-09/16/16	36.0 Normal Line / News (5)
X 2 \$130.00 \$260.00 Greensboro (WXLV) News 9	2 X X X X X X X X X X X X X X X X X X X	4 :30 5:58:30P- News-News 14 Carolina on ABC 45 at 6pm	09/05/16-09/09/16	Social mental (2)
Th Fir Sa Su Spots Rate Total Station Comments Entered		Soli Illico		SED Morroot Line / Norroot Co.

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... http://sbgi.net/?p=1224 ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

Accepted-Station:

Date:

Comments:

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

	<i>:-</i>			es.	Total Charges:
Number of Weeks	Times per Week	Class	Days	Time of Day, Rotation or Package	Broadcast Length
			ollows:	do hereby request station time as follows:	do hereby reque
			ER 8	election to be held on: NOVEMBER 8	election to be he
				T.	in the GENERAL
		ERNOR	NORTH CAROLINA GOVERNOR	1	party for the office of:
politica)LICAN	qualified candidate of the REPUBLICAN	qualified candida
a legally			RY	of PAT MCCRORY	being/on behalf of:
:			MENT	STRATEGIC MEDIA PLACEMENT	I, STRATEGIC
	Date:			госацол:	station and Location:
		\ 			
a Political On Page 3	rge During a ertification O	est Unit Cha t Sign The C	s of The Low Ididates Mus	To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3	To Ava Window
NDIDATE	STATE/LOCAL CANDIDATE	✓ STATE	TE	applicable box) FEDERAL CANDIDATE	(check applicable box)

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allison ald	Accepted	To Be Signa	Date	To Be Signed By	THIS STATION DOES NOT DI OF RACE OR ETHNICITY IN T	JOHN MASSACHI, TREASURE: This station has disclosed to me its and discount, promotional and othe	The name of the treasurer of the candidate's authorized committee is:	and you are authorized to announce the time as paid for by I represent that this person or entity is either a legally qua committee/organization of the legally qualified candidate	PAT MCCRORY COMMITTEE	I represent that the payment for the	For programming that, in whole or in part, "national importance," list the matters below:
allison aldred Athison Adnose	Accepted in Part	To Be Signed By Station Representative	Signature	To Be Signed By Candidate or Authorized Committee	THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.	JOHN MASSACHI, TREASURER. CASSIE MORRISON, ASSISTANT TREASURER This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).	ndidate's authorized committee is:	and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.		I represent that the payment for the above described broadcast time has been furnished by:	For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:
Title	Rejected	ive		Committee	INATION ON THE BASIS	REASURER applicable classes and rates; candidates).		n authorized		furnished by:	to any political matter of

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